

# KEYNOTE

## Speaker Information



## Pennsylvania Free Enterprise Week 2025

presented by the

### Foundation for Free Enterprise Education

#### What is Pennsylvania Free Enterprise Week?

Pennsylvania Free Enterprise Week (PFEW) is a week-long immersion into business for high school juniors and seniors on a college campus that **teaches students to understand and celebrate business and the American private enterprise system**. This unique, established summer program shares with the next generation the vital role business and free enterprise play in our communities, state, and nation. The program is not taught by professional teachers, but by the business people who are involved with private enterprise on a daily basis. Because our mission is so critical, and thanks to our dedicated staff, volunteers, business partners, and donors, we are proud to say that **PFEW is the largest program of its kind in the world!**



#### The Week

Hosted in Williamsport, PA, student participants are assigned to a company, joining fifteen other students from all over the state. A volunteer executive is assigned to each team as a Company Advisor and will remain with the group throughout the entire week. **Students run their company and compete against other student companies using a college level computer simulation**. During the week, participants have the opportunity to try their own ideas in business through the simulation and learn free enterprise concepts in a hands-on environment. General assembly speakers and discussion groups covering many facets of free enterprise, leadership, ethics, effective communication, teamwork, entrepreneurship and much more, occupy the students time each day. The week culminates with the **Friday Awards Ceremony**. Both company and individual achievements are acknowledged and prizes are awarded in various categories, with the **ultimate prize of being named Top Company**. It is an emotional time as the young people receive their graduation certificates and begin saying their goodbyes to the many close friends they have made during the week.

#### The Role of the Keynote Speaker

The Keynote address is **the highlight of the student's week**, and it sets the tone for the week that is to come. It is the first opportunity for participants to hear a motivational message. All day Monday the students receive instruction on the mechanics of the simulation and the requirements for the oral presentations they will present on Friday. They are ready for an uplifting speaker. The Keynote Address normally lasts approximately one hour. Effective Keynote Speakers will bring a message that is upbeat and motivational. **They will share their personal story on how they worked hard to face challenges, overcome obstacles, and achieve success in their careers and life**. Audience interaction and ample time for questions is encouraged. Keynote speakers present on stage in a general assembly.

#### PFEW 2025 Keynote Dates

Week 1 – Tuesday, July 1<sup>st</sup> (Lycoming College)

Week 2 – Tuesday, July 8<sup>th</sup> (Lycoming College)

Week 3 – Tuesday, July 22<sup>nd</sup> (Lycoming College)

Week 4 – Tuesday, July 29<sup>th</sup> (Lycoming College or Penn College)

## A Few Notes About Speaking

- ❖ **Business attire** is appropriate. Professional appearance sets the proper tone for your talk.
- ❖ A **wireless microphone is provided** so you may walk freely about the stage if you choose.
- ❖ A computer will be available for PowerPoint, Multimedia, or any other programs you may need.
- ❖ **Leave time for questions.** Our students are engaged and eager to hear your story. They will most likely have questions.
- ❖ **Keep it simple.** The true power of your message will be in expressing meaningful ideas using simple language.
- ❖ **Speak from the heart.**
- ❖ Above all, **have fun!** PFEW students are energetic, polite, and ready to hear a great message, and you will find them **eager to interact with you.**

## Sample Keynote Agenda

Below is a sample agenda schedule for the day of the Keynote. While **we encourage all Keynote Speakers to attend each one of these events**, they are not all completely necessary, should your schedule interfere.

<b>10:00 a.m.</b>	<b>Arrival on Campus</b> – <i>check in and meet with PFEW staff on campus</i>
<b>10:30 a.m. – 11:15 a.m.</b>	<b>Company Meeting</b> – <i>shadow a team while they make corporate decisions based on the most recent results from their computer simulation</i>
<b>11:30 a.m. – 12:15 p.m.</b>	<b>Lunch</b> – <i>private meal with volunteers and staff for informal conversation on how the students are progressing</i>
<b>12:30 p.m.</b>	<b>PFEW Staff Meeting</b> – <i>sit in on one of the meetings that volunteer Company Advisors partake in throughout each day</i>
<b>12:45 p.m.</b>	<b>Private Time</b> – <i>spend some time alone in a special VIP suite to go over your notes and thoughts for the speech</i>
<b>1:00 p.m.</b>	<b>CEO Interview</b> – <i>by two (possibly three) elected student CEOs</i>
<b>1:30 p.m. – 2:30 p.m.</b>	<b>Keynote Address</b> – <i>suggested time for prepared remarks is 25-30 minutes with the balance of the time for Q&amp;A</i>
<b>2:30 p.m. – 3:00 p.m.</b>	<b>Students will be on free time, but many may want to stay after the Keynote to meet you personally</b>

## Keynote Publicity

All Keynote Speakers are **featured prominently in our annual Program Brochure** which is disseminated to all of our volunteers, students and their families during their week at PFEW. Each Keynote is highlighted with a head shot and bio. All speakers are also **featured in our Impact Report** at the end of the summer, which is our way to thank everyone who helped to put together our successful PFEW program. The Impact Report is mailed to over 1,000 donors, volunteers and supporters throughout the state once the program has been completed to report to them directly on the success of the program, and it is used as our main promotional piece for the coming year. **Photo updates are also posted on social media** platforms during the week to showcase the exciting events taking place for the students.

Thank you for your interest in speaking at PFEW. Our speakers are always rated as one of the best experiences our students take away from their week, and our speakers leave with the satisfaction in knowing that they made a difference in young people's lives. We hope you find your speaking experience equally rewarding.

## How Do I Sign Up?

Email Karen Musante at [karen@pfew.org](mailto:karen@pfew.org) your interest in being a Keynote Speaker and, based on available dates that work with your schedule, we will get you on the calendar!

Details for your attendance will be *emailed* to you a few months before the program, including a reminder with details for accommodations, directions, parking, your time slot, and other important event information.